

**From:** Claudia Webster [mailto:clwswim@hawaii.rr.com]  
**Sent:** Tuesday, April 22, 2014 4:16 PM  
**Subject:** Opposed to Bill 69

Aloha Committee Chair Kobayashi and members of the Budget Committee,

I am writing to strongly urge you to vote down Bill 69 for the following reasons:

1. I cherish, as I am sure you do, the scenic beauty of this island. Allowing advertising signs to mar this beauty is counter to what all we hold dear. Rolling billboards are just as bad as the stationary ones The Outdoor Circle got rid of a century ago!

But I want to tell you also of my experience with bus ads. When I lived in Portland, Oregon bus ads were allowed. In about 1987-88 when I was the AIDS Education Manager at the Oregon Health Division (state public health), we had a major AIDS prevention campaign. The Oregon Health Division contracted with two major ad companies in Portland to produce a media campaign. We had television, radio, print for newspapers and magazines including special ones for high school newspapers, small posters and bus ads. As with all public health campaigns we had a community advisory committee that went over the entire campaign and approved it. Plus, it had approval from the governor's office. The ad campaign won national awards and I presented it at the World AIDS Conference in Montreal, Canada.

The bus ads went up on the back of Tri-Met buses. Within a week or two there were a few complaints and Tri-Met removed our ads. Not one other part of the media campaign had any complaints, just the bus ads.

The cost was substantial and quite a loss. The other cost in having ads on buses is substantial to the city and the buses. There have to be standards established for the size, construction and contents of the ads so some city agency has to do that. Weather and use including running through the bus washing operation must be taken in to account so the ads do not fall apart/deteriorate. Then for every ad submitted there must be an evaluation as to content and looks of the ad and if it meets the standards. Then there must be staff at the bus terminal who put the ads on the buses and remove them and frames for the ads have to be made and attached to all the buses. An additional cost to the Oregon Health Division Included paying for the installation of the ads.

So, the estimated income has to recognize all the administrative costs which will mean there will be much less profit than stated in the bill. It just does not seem to me to worth all the problems that bus ads will generate.

Mahalo!

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